

## Intensify – Downplay Analysis Rationale

Name: Dale R.

Text Analyzed:	"YES, your approval for this no-annual fee offer is guaranteed."		
Text Form:	Business letter/ Advertisement	Text Author:	Capital One
Intended Audience:	Niall Cassidy, letter recipient	Purpose:	To persuade Niall Cassidy to get a Capital One Master Card credit card
Special Features (use of colour, images, samples, etc.)	The original letter used lots of coloured pictures - depicting credit card designs and coloured font and text features - reds and oranges, like the Master Card logo. Attached to the letter was a fake Master Card made out of cardboard, probably so Niall Cassidy could see how the credit card would look in a wallet, or maybe even give it to a child in his house to play with.		
Summary of Text:	The letter is telling Niall Cassidy not to waste time getting the Capital One Master Card since he has already been approved. It also tells him that he can strengthen his credit and his spending power by getting the card.		

### In my analysis I tried to...

(On what aspects of Intensify/ Downplay did you focus? Why?)

I focused on how the author intensified the message that Niall Cassidy had been accepted through repetition. It also intensified through association by suggesting that getting and using this credit card is easy. For the downplay technique I focused on the use of diversion because I think it was the most significant manipulation technique used by the author. The message makes this seem like such a good deal because it is a no fee card, but a person would have to pay significant interest charges. There is a lot of small print that appears on the back of the letter.

### Other things I could have included...

(Are there other Intensify/ Downplay techniques used that you did not examine in the presentation?)

If I had to pick another technique, I would have looked at composition, especially the way a fake credit card was attached to the letter!

### How I presented the information:

(What media format did you use? Web 2.0 tool, presentation in front of class, written report, PowerPoint presentation, etc)

I created a video using animoto. I identified the intensify/ downplay technique then showed relevant quotations from the letter for the technique. I chose a song called "No Yes No Yes" to go with the visuals. I

**Please notice this in my presentation...**

**The part I like the most is...**

**I wish I could have...**

**I would like feedback about...**

(As you reflect on the success criteria for this assignment, what would be your next steps for improvement?)

think that really suited the conversation that would be going on in the reader's mind - that struggle between want and need. I also used some clip art that goes along with decision patterns and people icons with arrows and speech bubbles.

The "so whats" I identified. It was tricky for me to say what I wanted because I was limited by the number of characters I could write in each box.

How well the elements work together; I thought the song was a good fit because the first word in the text is YES.

Included pictures of what the text looked like on the page. If I had more time I would have included some pictures of people spending money excessively because they are using a credit card not cash.

Should I have talked more about how things were downplayed? There are things implied in the message that are important, but they were all implied through a downplay technique (omission and diversion). I didn't realize that until I was finished my video.